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Extension Service Review



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THE EXTENSION AGENT IS ESSENTIALLY A TEACHER

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In This Issue

Did you know that the first nationwide cooperative for wool marketing was formed in November, 1929? That this cooperative handled in 1930 116,000,000 pounds of wool and 15,000,000 pounds of mohair? That sales were made in the same year to 220 different mills? These and other facts that ought to interest every extension worker are presented by J. B. Wilson. He is proud of the record of the National Wool Cooperative. He has a right to be.

COMMUNITY scoring and the holding of community country life conferences has taught West Virginia's rural women to think readily and logically in terms of the community's problems, says Gertrude Humphreys. The problem of West Virginia's home demonstration agents, she asserts, is to help the women of their communities select from among those suggested, the problems that shall be the immediate objects of study and solution.

EXTENSION workers are being confronted constantly with new problems, including many and very complex relationships, that can not be solved out of the experiences of other groups of educators. So says Nat T. Frame in his brief for the new National Cooperative Extension Workers Association. His argument is well worth following. It leads to the next annual meeting of the associations in Chicago on December 4 and an urgent invitation to be there. What do you say?

MORSE SALISBURY outlines a plan whereby the principle of Federal and State cooperation may be applied to radio broadcasting. Through this plan State extension divisions share equally in the radio time obtained by the department on 250 stations in the development of its radio programs in the past seven years. The new programs, localized by the staff of the State extension divisions, will be of much more practical value to farm listeners and will lend invaluable aid to present extension effort.

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THE use of improved farm machinery in South Carolina is making real headway. J. T. McAlister tells of cooperation with effect with county extension agents, farmers, and implement dealers in getting more power and efficiency onto South Carolina farms.

MICHIGAN goes about getting home demonstration news before its public systematically. Jimmy Hasselman, and Muriel Dundas join forces in making successful club reporters out of Michigan's 300 home demonstration club secretaries. A series of one day news-writing schools do the trick.



On the Calendar

THE Central States will hold an Agricultural Outlook and Economic Conference at Urbana, Ill., September 16-18. Current economic conditions and their effect on the agricultural outlook will be considered, as well as adjustments in agriculture and the outlook for different farm commodities in the Central States.

Camp Vail, Springfield, Mass., September 19-26.

Dairy Cattle Congress, Waterloo, Iowa, September 28-October 4.

Connecticut Conference of County Club Agents, September 30.

National Dairy Show, St. Louis, Mo., October 17-24.

Pacific International Livestock Exposition, Portland, Oreg., October 24-31.

International Livestock Exposition, Chicago, Ill., November 28-December 5.

DURING September the Office of Exhibits will present the educational exhibits of the United States Department of Agriculture at the following events:

Nebraska State Fair, Lincoln, Nebr., September 4-11.

California State Fair, Sacramento, Calif., September 5-12.

Minnesota State Fair, Hamline, Minn., September 5-12.

Michigan State Fair, Detroit, Mich., September 6-12.

Midland Empire Fair, Billings, Mont., September 7-11.

Rochester Exposition, Rochester, N. Y., September 7-12.

Rutland Fair, Rutland, Vt., September 7-12.

Trenton Inter-State Fair, Trenton, N. J., September 7-12.

Appalachian Tri-State Fair, Johnson City, Tenn., September 7-13.

Kansas Free State Fair, Topeka, Kans., September 14-19.

Kansas State Fair, Hutchinson, Kans., September 19-25.

Eastern States Exposition, Springfield, Mass., September 20-26.

Western Washington Fair, Puyallup, Wash., September 21-27.

Dairy Cattle Congress, Waterloo, Iowa, September 28-October 4.

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Increasing California's Income from Dairying by \$25,000,000 a Year

B. H. CROCHERON

Director, California Extension Service

IN 1922 the California Agricultural Extension Service began a statewide dairy campaign which was to run through 1930. The campaign undertook to raise the average butterfat production of California cows from 182 pounds per year up to 265 pounds by the end of 1930. Well, we are there!

Here's how it all came about:

As far back as anyone could remember, the dairy industry of California had been an "in and out business" with consequent dissatisfaction to all concerned. Dairying was based on alfalfa. When alfalfa hay was high in price, dairymen sold their cows and sold alfalfa hay. When the price of hay went down, they bought such cows as were obtainable and fed the hay. Of course only poor cows could be bought; so poor cows were what they had. The industry was disorganized and unprofitable to everyone concerned. A study of the situation showed that, on the average, dairymen only made money when hay was cheap. The volume of production was so low that dairying was a marginal business. It was always hanging on the ragged edge between profit and loss.

The Problem

Now dairying is of high importance to California. Dairying furnishes nitrogen and humus for our farm lands. Dairying should be a balance wheel in our rural economy. It should help to stabilize the income of the State, which fluctuates with the erratic returns from the special fruit crops. But dairying was not a balance wheel in 1921. The volume of dairying varied materially with changes in the price of alfalfa hay. On such a basis no real improvement could be made. To become a staple permanent business, dairying had to climb to a new level of production whereby men could build profitable and high-producing herds over a long series of years.

A study of the 1920 census disclosed that the average production of Cali-

fornia cows was 182 pounds of butterfat per year. This was higher than the national average by about 40 pounds but was not high enough to create a settled industry in California. A study of costs of production on a number of California farms showed that, on the average, cows ought to produce about 50 per cent more than the State average if they were to be permanently profitable. Such production was entirely feasible for an individual dairyman; but was it possible for a whole State? Could production be raised to any such figure in any reasonable time? In the previous 20 years production per cow per year in California had been increasing at the rate of only six-tenths of a pound, despite all the efforts of all the agencies at work. At such a rate it would take generations to rise to a profitable production level.

The Agricultural Extension Service believed it could be done. A study of the Humboldt County Cow-Testing Association, which was the oldest in the West, showed that the production of the lower half of the herds in that association was 265 pounds per year. It seemed reasonable to suppose that the whole State could be raised to that figure if enough people worked hard enough at it for a long enough time. The methods of procedure were perfectly well known: Get farmers to test their cows for butterfat production and to weed out the low producers. Have them buy a good bull from high-producing ancestry and save the promising heifers. Then have them feed intelligently. If those things were done by a large enough number of people, the State average would rise.

Such results could not be achieved by reaching a small minority of the dairymen. A few men getting high production would influence the average State production but little. The great mass of dairy producers must be reached and influenced to adopt these methods. It would take a large staff of men constantly at work, but it could be done.

At the Pacific Slope Dairy Show held at Stockton on December 5, 1921, the campaign was announced. It was proposed that the State production, then at 182 pounds per year, be raised to 265 pounds by the end of 1930. The figures of production were based upon the 1920 census; therefore the 1930 census would be the judge as to whether the goal had been reached. The annual report of the Agricultural Extension Service for 1922 stated:

The outstanding feature of dairy improvement has been the setting of a goal and the adoption of a program of work which outlines means whereby this goal may be reached. Because average butterfat production per cow per year is a good measure of the status of the industry, and because the work is planned to benefit the industry of the whole State, a goal of 265 pounds of fat per cow per year in 1930 has been established for the State. The present average production is about 182 pounds of fat. The program of work, which specifies the activities through which we hope to reach this goal, consists mainly of methods which will secure:

1. More and better cow-testing associations.
2. Wider use of good purebred dairy bulls.
3. Better feeding practices.
4. Better care of dairy cattle.
5. More control and eradication of cattle diseases.

Working for the Goal

And then they went to work! County agricultural agents and assistant county agents over California were specially detailed to the dairy project; dairy departments of the farm bureau were formed; cow-testing associations organized; testers employed. Of course people did not expect the goal would be reached. They generally regarded the goal as a distant star at which to shoot. They supposed the campaign would help somewhat and would raise production materially; but to climb to such an unattained figure—that seemed impossible.

However, early and late, for nine years the county agents toiled at the job. Every day, in sun and rain, county

agents were seeking members for cow-testing associations, were helping men to get good bulls, were talking with them of their feeding problems, were advising which cows to weed out. In a few years it was evident that production was going rapidly upward, rising at least 10 times as fast as before the campaign was started. By 1926 production appeared to be above 225 pounds per year. The number of cows discarded as unprofitable from cow-testing herds climbed up to 5,000 per year, then to 10,000, finally 15,000. The number of cows under test reached 50,000 by 1926, 75,000 by 1928, and almost 100,000 by 1930.

The campaign increased in speed and volume like a snowball rolling downhill. The campaign was a going concern. Everybody got a thrill seeing the dairy industry grow from a whipped dog to the leader of the pack. People sang a new song. Formerly the successful farmers planted trees. Now they began to say that the dairy industry was the only bright spot in the State. One of our dairymen bought an airplane to use up his profits.

Now comes the 1930 census. Using the same methods of computation as that used in 1920, which methods of computation were duly placed on file by a conference at the time so that there might be no argument in later years—by using those same methods the average production for California in 1930 was 265.6 pounds.

Of course it just happens that the production is exactly at the figure set, but it did not "just happen" that this great increase in production was made. It was planned and executed. A large number of men were set to work at that task and were held to it until the result was achieved.

So we hold forth this dairy campaign as a method for agricultural advancement. The campaign shows the way by which progress in agriculture can and will be made. Here is the recipe. We give it especially for those who believe you can pass a law and advance somewhere and for those who think progress is achieved by holding a meeting and writing some resolutions. Here is the recipe:

1. Study the industry; find a simple and feasible program for its improvement.
2. Set a goal within the bounds of reasonable possibility.
3. Employ a sufficient number of competent men so that they can reach individual farmers on their home farms in personal contact. Pay them a living wage and keep them at work.

4. Stick to the program and methods through thick and thin.

That program will bring results.

What are the results, in dollars and cents, of this dairy campaign? Well, in 1930 the average (weighted) farm price of butterfat in California was 54.4 cents per pound. In that year 571,959 cows in the State gave 83.5 pounds of butterfat more than the average in 1920. This was an increase of 47,758,576 pounds over the amount the same cows would have given had their production been that of 1920. At 54.4 cents per pound this increase brought \$25,980,665 in the year 1930.

Butterfat production in California

	1920	1925	1930
Number of cows..	¹ 502,415	² 557,268	³ 571,959
Total pounds of butterfat.....	⁴ 91,533,839	⁴ 125,043,036	⁵ 151,939,520
Average pounds of butterfat produced per cow..	182.1	224.3	265.6

¹ 1920 United States census.

² 1925 United States census.

³ 1930 United States census.

⁴ Statistical Report of California Dairy Products (Special Publication No. 99, California State Department of Agriculture).

⁵ Report of 1930 Production. Dr. M. E. McDonald, chief, bureau of dairy control, California State Department of Agriculture.

Twenty-five million dollars per year is a sizable amount of money. It is material to the whole financial structure of the State. We may expect this increased value to be maintained for the future. An industry once improved is likely to remain at the new high level. It has increased the productive capital of the State by the amount of which \$25,980,665 is the interest. At 5 per cent, it is interest on over \$500,000,000. At the beginning of the campaign, in 1921, we said that if successful this project of the Agricultural Extension Service would add more value to the wealth of the State than that represented by the cost of the Panama Canal. Our predictions have been exceeded by the results.

A System for Field Records

A system for keeping field records, which he has found to be thorough, definite, flexible, convenient, and compact, has been worked out by W. L. Funkhouser, county agricultural agent in Cheshire County, N. H.

The records are kept on 6¼ by 10½ inch loose-leaf sheets which are folded twice so that they may be kept in a pocket-sized notebook. Lines are ruled to allow for names and addresses on the side margin and projects across the top of the page. Each sheet is made out for the people in one community. Any information concerning an individual is

placed opposite his name and under the project or item to which it relates.

By making all of the entries for the people in a community or section on one sheet, Mr. Funkhouser has found that he has a convenient and complete list of all the extension service cooperators in his county by communities and that at a glance he can determine just what to take up with each person, what material to carry with him when visiting any community, and just how his itinerary should be planned to keep travel at a minimum and avoid retracing his steps.

Where the records cover several years, trends can be seen at a glance. At the end of the year much of the statistical material for the annual report is already assembled and quickly and easily summarized from these records, Mr. Funkhouser reports.

New Jersey's Plant-Growing Structures Project

New Jersey's plant-growing structures project is conducted with individuals rather than groups and largely on an advisory basis, by C. H. Nissley, the extension horticulturist. He believes that thoroughness of publicity and having the proper material to give the grower are the essentials for success. Accordingly he sends out news releases during the fall, winter, and spring months and has prepared a bulletin, Plant Growing and Plant Growing Structures, and another, Cloth Covered Coldframe, as well as blue prints of construction for the sash greenhouse, hot-water heated hot bed, and flue-heated hot bed. A set of lantern slides on plant-growing structures and another on plant growing have been used in many illustrated lectures on this work during the last 10 years.

When a grower inquires about plant-growing structures, a copy of the available bulletins and blue prints are forwarded to him, he is requested to see and study the structures of the key man in his section, the county agricultural agent is notified, a check-up is made, and personal work is done by Mr. Nissley to help the growers with special problems.

One of the papers presented at the fifteenth annual editors' short course in Minnesota outlined how newspaper publishers might advantageously follow the extension-service programs in their communities and thereby interest local merchants in advertising the materials needed to carry out the extension programs. For example, during a soil-maintenance campaign fertilizer dealers could be interested in advertising their commodities.

The National Wool Marketing Corporation

J. B. WILSON

Secretary-Treasurer, National Wool Marketing Corporation

AFTER many years of patient effort, thanks to the agricultural marketing act and the assistance of the Federal Farm Board, the American wool and mohair producers at last have their own marketing agency. Although wool cooperative marketing is not a product of this generation, the National Wool Marketing Corporation, made possible under the agricultural marketing act, is the first nation-wide cooperative for wool and mohair.

The past 25 years have witnessed a growing desire among wool producers to change from the old speculative method of selling wool. Growers constantly have been doing more talking and thinking along cooperative lines at their conventions. It was not surprising, therefore, that when the agricultural marketing act was passed in 1929 the wool producers were among the first to see the opportunities it offered them to realize their goal. This act was passed by Congress in June, 1929, and the wool cooperative was formed in November.

Amount of Business Handled

Those who have followed the tremendous strides made in cooperative endeavor since the agricultural marketing act became a law are familiar with the splendid response given by the wool growers. More than 40,000 wool and mohair producers took advantage of the first opportunity to market their product cooperatively on a nation-wide basis. The 1930 volume of the National Wool Marketing Corporation amounted to approximately 116,000,000 pounds of wool and 15,000,000 pounds of mohair.

While it is somewhat early at the time this is written to estimate what the 1931 cooperative wool tonnage will be, it is reasonably safe to say it will be equal to that of the first year. On July 8 the volume of wool actually received by the national in Boston was 80,142,361 pounds. In addition to this tonnage at the country's big wool market are several million pounds of wool stored at Pacific coast points for sale to western mills. A year ago, July 5, the national's receipts of wool at Boston were only 62,388,543 pounds. On July 15, 1930, the cooperative's shipments at Boston amounted to 72,917,198 pounds. Thus, with 1931 shipments running substantially ahead of those of last year, it would seem that a great many wool growers appreciate the

opportunities of cooperative marketing and are taking advantage of the facilities which growers are developing under the agricultural marketing act.

The National Wool Marketing Corporation is a grower controlled and operated organization. The national is composed of 28 stockholder associations, each of which delivered over 500,000 pounds of wool or mohair last year, the minimum volume for stockholder membership. These associations are scattered throughout the United States, making it possible for any wool producer, anywhere, to take advantage of the cooperative set-up.

On the board of directors of the National Wool Marketing Corporation are men who have had experience in the Nation's wool industry. For several years some of these men have given a good deal of thought toward the possibilities of a national selling organization.

The president of our organization, Mr. Sol Mayer, is a successful sheep and live-stock operator in the State of Texas. He is also an outstanding figure in banking circles in the Southwest and is a sound business man and thinker. Mr. Mayer is earnestly working for the success of the National Wool Marketing Corporation because he believes that it is a great movement for the sheep and goat industry.

In the national wool marketing program the individual grower signs a marketing contract to deliver his wool to his local association affiliated with the National Wool Marketing Corporation. The local association in turn signs a marketing agreement to deliver all of the wool of its members to the national. The grower has his vote in his local association and elects representatives from his association to a district meeting where directors are selected for the national.

Marketing the Wool

Although the National Wool Marketing Corporation is only a year old, I feel a great deal of good has been done toward stabilizing the country prices. Private dealers have recognized the fact that the corporation is serious competition and they have had to meet or better the corporation's advances. Growers, I believe, have benefited several cents per pound on both the 1930 and 1931 clips because of this competition.

Throughout the marketing season of 1930 it was very difficult for the co-



Sol Mayer, President of the National Wool Marketing Corporation

operative to sell wool. This was due to competitors underselling the cooperative and using the cooperative as an umbrella to get out from under a slipping market. The cooperative influence on the market at that time was a great stabilizing factor.

To handle the volume of wool and mohair the size of that given the National Wool Marketing Corporation by its grower-members last year required a large and efficient selling force. To accomplish this selling the national acquired the services of one of the foremost wool firms in Boston. This firm is devoting its full energy to the cooperative, having given up entirely its trading activity in domestic wool.

The national has provided its producer-member with the closest connection he has ever had with the mills, which are the consumers of his product. During the season of 1930 we sold wool or by-products to 220 mills in amounts ranging from \$4.85 to \$1,257,388. The national has reached every important wool-goods manufacturer in this country. We sold 2 mills over \$1,000,000 worth of wools each, 1 mill took \$933,000 worth, another \$812,000 worth, and 3 others over \$500,000 worth each. We sold 9 other mills wools in amounts averaging \$663,000. We have sold 33 mills wools in amounts varying from \$52,700 to \$247,857 each, an average of \$103,700 per mill. We have sold 171 mills wools and by-products in amounts ranging from \$4.85 to \$45,917, or an average of \$7,470 each.

Records will show that during 1930 the wool market was very inactive. The national could have sold much more

(Continued on bottom of page 132)

Correlated Federal-State Radio Programs

MORSE SALISBURY

Chief, Radio Service, U. S. Department of Agriculture

WITH the aim of making its broadcasting work of maximum usefulness to farmer and home maker listeners by putting them in touch with the programs and workers of State agricultural extension services, the United States Department of Agriculture has submitted to State directors of extension a correlated Federal-State program of broadcasting through cooperating radio stations in each State.

The proposed program was purposely so drawn as to permit of modifications desired by each State extension service in order to make Federal-State broadcast programs tie in effectively with the State program of extension work. To facilitate the adoption of the new program Alan Dailey, formerly department radio writer, and before that extension editor in South Dakota, was appointed radio extension specialist in April. He is now in the field visiting State extension divisions and assisting in arranging broadcasting set-ups suited to conditions in each State.

The general principles of Federal-State correlation of extension broadcasting as stated in the proposal submitted by C. W. Warburton, director of extension, and M. S. Eisenhower, director of information, both of the department, may be summarized as follows:

1. The department will maintain relations with the network broadcasting companies. The States will handle relations with individual stations within their States, except for some 20 stations of high power located near State border lines, which serve more than one State.

2. The subject matter of extension programs will be contributed half by the United States Department of Agriculture and half by the State extension services. The department will organize its portion of the programs largely on the basis of recommendations of the State extension services.

3. Listeners whose interest is enlisted by the programs in the adoption of recommended practices will be provided with both Federal and State bulletins for further study and will be directed to

to participate in the network programs through stations within their States, the department will request the National Broadcasting Co. to allow time either within or before or after the national and western farm and home hour programs for presentation from each of the 51 stations in the networks of daily State extension programs.

As to the syndicate programs, the proposal includes a recommendation that county agricultural agents be authorized to lend their voices to presentation of the

farm programs through cooperating stations, and that county home demonstration agents likewise be authorized to deliver as many of the home-economics programs as they can present without interference with field work.

The aim of the proposed plan is, according to the outline submitted by Directors Warburton and Eisenhower, to put on the air daily from 250 cooperating radio stations a Federal-State radio program designed to widen the influence of each State extension service among farmers and home makers. The method is complete sharing of responsibility for building programs by

the United States Department of Agriculture and each State extension service.

Arkansas has held an annual cooperative marketing school for four years to bring together farmers and agricultural leaders for a 3-day study of problems in the cooperative marketing of cotton, rice, fruit, truck crops, livestock, and poultry.

Officers of cooperatives lead the discussions on organization problems embracing contracts, causes of membership, services rendered, field agents, and officership.

Aside from the actual problems of marketing, both within and outside of the cooperatives, intermediate credit banking, the relation of educational institutions to cooperative marketing, and other related subjects are discussed.

Farmers, educational workers, bankers, agricultural journalists, and business men attended the school this year, reports Kenneth B. Roy, extension editor in Arkansas.

County 4-H Club Band Broadcasts



The Chenango County (N. Y.) 4-H club band has broadcast concerts recently over stations WGY in Schenectady and WEAI in Ithaca, N. Y. All of the 40 members of the band are bona fide 4-H club members in good standing, and practically all of them live on farms. The director of the band is a former 4-H club member. Money for their uniforms was raised by giving a benefit theater party in cooperation with a theater in the county seat.

get in touch with extension field workers or to attend meetings and demonstrations. A feature of the service will be its use to gather attendance at extension meetings and demonstrations.

The proposal applies both to network programs and to syndicate programs now maintained by the department. If the majority of State extension services wish

strengthening tendencies. The National Wool Marketing Corporation is in a splendid position to secure for its members the benefits of the wool-market improvements now taking shape.

I believe it has been demonstrated that the national can handle a large volume of wool, and, I think, in the next few years we will demonstrate convincingly that it pays to be a member of our national wool cooperative. Present developments are in favor of the wool co-operator.

The National Wool Marketing Corporation

(Continued from page 131)

wool, but it would have been necessary to meet the competition of other sources of supply which were constantly lowering their prices. This spring and summer the national has been selling wool at a considerably faster pace than it did last year, because the wool situation is much more healthful. Wool is being consumed at a faster rate, the market is more active, and prices are showing

Improved Farm Machinery for South Carolina Farms

THE farm-machinery program in South Carolina is making the farmers more familiar with their machinery, teaching them to operate it more efficiently, helping them to find more uses for it, and reducing their production costs by increasing their labor income. This project is divided into the work with power machinery for farms cultivating 150 acres or more and that with 2-horse machinery for the numerous smaller farms. This is the third year the project has been under way, and it is conducted by J. T. McAlister, extension agricultural engineer in South Carolina.

Mr. McAlister says that a number of South Carolina farmers bought tractors and other farm equipment in changing from a 1-crop cotton system. Since these farmers and the negro laborers had little experience in operating equipment larger than a 1-mule plow, the project was started to meet their needs.

The county agricultural agents select as cooperators farmers who already own general-purpose tractors with planting and cultivating attachments. A definite acreage of row crops, such as cotton or corn, is set aside upon which all work is performed with the tractor and attachments. Records are kept of all operations and costs.

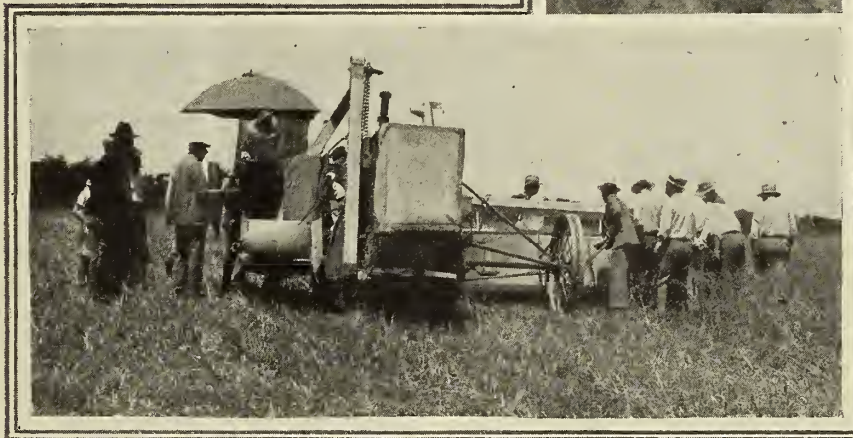
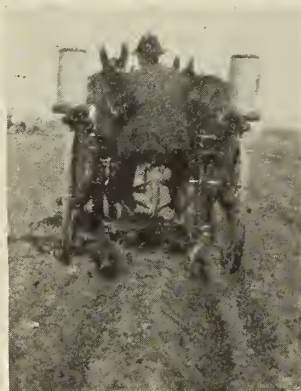
The extension agricultural engineer and the county agricultural agents visit and assist these farmers in adjusting and operating their equipment. In most instances the assistance of branch houses and local dealers of farm machinery has been obtained also. The specialist prepares circular letters giving detailed instructions on how to make adjustments and operate the equipment in the most efficient manner and sends these letters to the farmers, dealers, and county agricultural agents.

For three seasons a "power-farming tour" has been been conducted lasting from one to three days, during which time county agricultural agents and interested farmers have joined the motorcade at points along the way to see ordinary farm labor operating the equipment under actual field conditions and to visit result demonstrations. This is found more effective than a staged demonstration at which machinery service men operate the equipment.

Numerous 1-day method demonstrations have been held with the 2-horse



Farmers and farm laborers in South Carolina have been instructed how to operate power machinery and 2-horse equipment. (Above) This machine is side dressing cotton with nitrogen fertilizer and cultivating at the same time. (Right) The 2-horse equipment can do much more work in one operation than smaller machinery. (Below) These men are seeing just how an 8-foot combine does its work.



cultivators and other 2-horse machinery. The single plows in these demonstrations use the same types of sweeps and shovels that are used on cultivators. This shows that one man can double the amount of his work and usually improve its quality.

Most of the county agricultural agents have attended 1-week schools at the State college to familiarize themselves with the operation and adjustment of the more common machines used in the State so that they can assist farmers with their machinery problems. A school was held for the machinery dealers too, because it is usually the local dealer that the

farmer goes to when he has machinery troubles.

Mr. McAlister submits the following figures to show the practicability of this work in South Carolina. In 1930 the yields of cotton lint per acre were as follows: State average 227 pounds; 2-horse machinery demonstrators, 310 pounds; power-farming demonstrators, 317 pounds. The figures on the cost of producing this cotton indicate the economy of using larger machinery. The cost of producing each pound of lint was 13.2 cents for the State average, 8.04 cents for the 2-horse machinery demonstrators, and 7.39 cents for the power-farming demonstrators.

Building a Long-Time Home-Economics Program

GERTRUDE HUMPHREYS

State Home Demonstration Agent, West Virginia Extension Service

TO THE West Virginia extension worker, program-planning time in the well-organized communities and counties of the State is one of the fascinating and inspiring periods of the year. It is seldom that the extension worker has to suggest projects in which she is particularly interested or that she thinks the club should undertake. It is rather a matter of her helping the women choose wisely, from among their many suggestions, the projects which she thinks they can carry successfully during the year.

This program planning by the people themselves has come about largely through community scoring and country life conference work which have given the farm people an opportunity to visualize their own community with its existing conditions and problems, to study these problems, and to discuss as a group the steps which need to be taken to improve unsatisfactory conditions. This group study and discussion naturally stimulates interest in the possible programs of work and their execution.

County Programs

The county programs usually grow out of the combined suggestions of the representatives from the local communities and are based upon the needs which seem to these leaders to be most common throughout the county. Some of these have been consciously planned to extend over a period of more than one year, and others for the immediate future only.

Directly in line with our former method of program making, but more intensified and on a county-wide basis, a practical method of setting the stage for the local people to work out their own long-time county-wide program was demonstrated in Randolph County about a year ago. This took the form of a farm and home economic conference under the direction of Eugene Merritt, extension economist, and Miss Florence L. Hall, extension home economist, both of the Office of Cooperative Extension Work, United States Department of Agriculture.

Preceding the conference a county-wide survey was made of farm and home conditions by the farm men and women themselves with the guidance of the county agricultural agent and the home demonstration agent. The women, through their farm women's clubs, secured records which pictured the living conditions of 171 homes throughout the county. This information was grouped under four main headings, namely, foods,

solution of these problems. The committees worked during the afternoon of the first day and the forenoon of the second day. They then assembled at the final session for the presentation and adoption of the recommendations.

After spending much time during the course of several weeks in collecting these data, working on committees to study the information intensively, and then hearing the recommendations of all the committees giving a composite picture of the problems and suggested programs for both the farm and the home, these people could not help being more interested than ever before in putting the program into action and in planning it far into the future.

This conference resulted in a realization on the part of the people (1) that the majority of the homes in the county have not reached a fully satisfactory standard of living, (2) that the farm incomes are inadequate to provide for this standard toward which they are striving, and (3) that there is need for a better mode of living,

as for instance regarding health, recreation, education, the church and other inter-related phases of the community and the home.

Objectives

With these needs in mind the following objectives were agreed on as the basis for the home demonstration program of work for several years hence:

1. To help increase the farm income to meet the desired standard of living and to budget carefully the receipts and expenditures of the home and the farm so as to include all the phases which help make farm life more satisfying.
2. To provide such living conditions in the farm home as will give the best opportunity possible for the physical, social, mental, and moral development of the children.
3. To provide beyond the limits of the home such training and education for the children as will enable them to earn a good living, and to cope successfully with the problems of life.

New Radio Feature Announced

As secretary of the radio committee of the Land-Grant College Association, I am pleased to announce a new series of radio programs, which will be broadcast from a network of about 50 stations on the fourth Saturday of each month from 12.30 to 1.30 p. m., eastern standard time.

These programs will present important phases of the work that is being done by the Extension Service of the United States Department of Agriculture, and the land-grant institutions. Each program will include about four short talks by outstanding leaders, and in addition a program of music will be played by the United States Army Band. Speakers will include members of the staff and specialists from the Federal Extension Service and the extension services of the several States. County agricultural agents, home demonstration agents, local leaders, and farmers and home makers who have had distinct success in some phase of agriculture and home life will discuss topics upon which they are most able to speak with authority.

Thus an effort will be made through this cooperative arrangement to give the radio listeners up-to-date information on extension activities and results, and acquaint them with the splendid developments in this important field of education.—*Excerpt from radio talk given by T. B. Symons, director, Maryland Extension Service, on July 25.*

clothing, home furnishings and equipment, and home conditions, including health, recreation, education, religion, and the relation of the family pocketbook to home living. The men secured records from 130 farms in regard to farm enterprises, farm incomes, and farm expenditures.

The summarized data from this survey revealed to the people of the county some rather surprising facts which had not been brought to their attention previously—facts not only about their own local communities, but about the county as a whole. The 2-day farm and home economic conference at which these data were presented was attended by men and women from all parts of the county—from the rugged mountain areas and from the fertile valleys. After getting the whole picture of both farm and home conditions, the group was divided into committees to discuss the problems, and to work out recommendations for the

4. To maintain a clothing standard for the farm family which will permit them to retain their self-respect with the groups with whom they associate.

5. To have available and use daily in each farm home such amounts of milk, butter, eggs, vegetables, fruits, cereals, and other foods as are recommended by nutritionists as being necessary for the maintenance of good health.

As the first step in carrying out this program of work the home demonstration plan of work for the county for 1931 is as follows:

1. Conduct a living-room contest with recognition for the contestants who make the most improvement with the least expenditure of money.

2. Conduct a county garden contest including at least one demonstration garden in each community.

3. Hold a public demonstration in the canning of meats in each community.

4. Sponsor health clinics in five communities.

5. Sponsor two home industries schools:
(a) Winter meeting—baked goods and cottage cheese production.

(b) Spring meeting—canning, jelly, and blackberry jam making.

6. Help develop the 4-H club program through participation in the club meetings, camps, exhibits and other activities; provide capable adult leadership for the local clubs; give the club members the encouragement necessary for the successful completion of their projects.

7. Encourage the recreation and art league by taking part in its activities.

8. Make music a part of each community and county meeting.

9. Encourage at least four women in each community to keep home accounts.

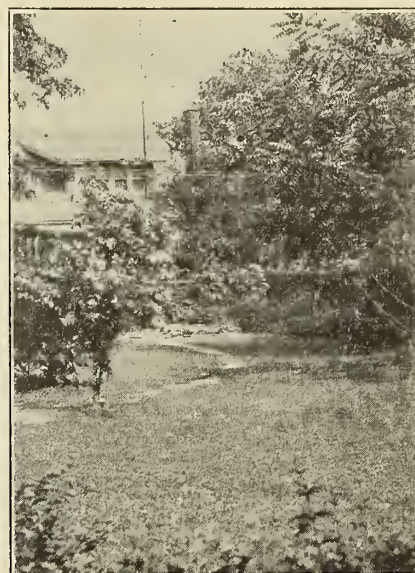
This farm and home economic conference meant a great deal of work for the home demonstration agent and the county agent, but it was time and effort profitably spent because of the interest created among the farm men and women of the county in working out a long-time program which these people themselves recognize as a product of their own efforts and thought.

A Telephone Club

Wasco County, Oreg., has a 4-H telephone club. This club is the Maupin Canning Club. It is not organized for the purpose of making telephones, but twice a week the meetings are held over the local telephone line.

The president gives their designated ring which calls the meeting to order. After roll call, talks and discussions regarding their canning work are given for about 15 minutes, and then the members temporarily adjourn to start their canning work. While the jars are processing, the president calls the club together for further discussion. This club at other times meets at the homes of the different members.

Beautifying Farm Homes in Missouri



A Missouri farm home before and after improvement

ADDING attractiveness to farm life through improving the setting of the farm homes was undertaken in Missouri seven years ago, and since that time there has been a steady growth in accomplishments along this line.

In 1930 the grounds of 3,997 homes were beautified in the 14 counties that made a complete report on the work done. In accomplishing these results there were 11,154 improved practices adopted. These ranged from the more expensive improvements, such as the building of 48 new homes, the remodeling of 87 and the painting of 254, the building of 155 outbuildings, the repairing of 382 and the painting of 490, of which 244 were painted the same color as the dwelling, to the less expensive improvements, such as the building of 276 new fences, the repairing of 327 fences, and the clearing of rubbish from 2,325 yards.

There were 117 homes reporting the grading and 205 the seeding of yards, while 1,078 kept them mowed. At 231 homes families planted shade trees, 287 planted shrubs to screen unsightly objects, 416 planted shrubs along borders, and 892 made a permanent foundation planting. There were 815 homes that increased their perennial and 1,657 their annual plantings.

Coops, clotheslines, flower beds, and scattered shrubs were moved to new locations in order that the appearance of farm homes might be improved. Driveways were made at 51 homes and walks laid at 79.

The greatest results in home beautification are not those that can be seen by

the passing tourist, such as well-painted dwellings and outbuildings painted the same color; adequate shade provided by well-shaped, long-lived trees; smooth, well-kept lawns; attractive foundation, border, and corner plantings; and all equipment for carrying on the home work relegated to the back yard where it is well screened, but in the added self-respect, in the growing pride of home that is shown by the families that have beautified the home grounds in the appreciation of the fact that at least a part of the back yard can be made into an ideal outdoor living room where sunlight and fresh air add to the happiness of the farm family. These results, the ones most worth while, can only be felt, not seen.

At the 4-H club leaders' training school in Utah this year a class for 4-H club advisers considered (1) the objectives of 4-H club work, (2) proper procedure in organizing clubs, (3) methods of acquainting leaders with the scope of the 4-H club program, (4) record keeping, (5) contests, (6) the relationship between the extension service and cooperative organizations, and (7) 4-H club standards.

An outlook banquet for the farmers of Stanley County, S. Dak., has been given for two years by the business men of Fort Pierre, the county seat, reports S. H. Reck, jr., extension editor in South Dakota.

Extension Service Review

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C. W. WARBURTON, *Director, Extension Work*
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J. W. HISCOX, *Chief, Office of Exhibits*
RAYMOND EVANS, *Chief, Office of Motion Pictures*

REUBEN BRIGHAM, *Editor*

SEPTEMBER, 1931

The Job Was Done

"We are there!" announces B. H. Crocheron in this issue of the REVIEW regarding the successful conclusion of California's 9-year campaign from 1922 to 1931 to raise the average butterfat production of her dairy cows from 182 pounds to 265 pounds per year.

When the campaign was projected in 1922, Director Crocheron was confident its objective could be gained, if enough people worked hard enough and long enough at it. It could be done.

To reach the objective sought, it was realized that the great mass of dairy producers in the State must be reached and influenced to adopt the proper methods. So with the opening of the campaign the extension organization of California was set to work at the task and held to it until the result was achieved. Every county agricultural agent and assistant agent was detailed to the duty of forwarding the campaign. Every day, year in and year out, agents and specialists in the State of California helped farmers to get good bulls, were talking with farmers about their feeding problems, and were advising which cows to weed out.

What happened? The mass of dairy producers moved and moved rapidly. By 1930 there were nearly 100,000 dairy cows on test for production. In 1930, too, there were nearly 50,000,000 more pounds of butterfat produced by California's cows than in 1920. This was an increase of \$25,000,000 in the value of California's dairy products—the interest at 5 per cent on an investment of \$500,000,000. And from an industry in the

dumps the dairy industry became in nine short years the balance wheel in California's rural economy.

A job was set for the California extension service—a job that, if successful, meant adding millions of dollars to California's annual agricultural income. Enough people were put to work to do the job. They worked hard and long to get the desired result. The job was done.

Take Them Along

How to get more in return for the time and mileage spent on the farm visit is always a problem with the ambitious agent. We talked with an agent the other day who said, "When I visit a number of demonstrations in a community, I get the demonstrators, when I can arrange it, to go on with me to the other farms I visit. I often make such a trip to a community a sort of informal tour. I find my farmers enjoy visiting each other in this way. Then, too, I get to know them better and, afterward, they pass the word around as to what is being accomplished with extension assistance in their community."

Following such a plan calls for more thought and planning than just making up a list of farms and visiting them, but it is thought and time well spent. The more active each demonstrator in a community is, the more he knows about the local results of extension work from personal experience and observation, the wider and more effective becomes the influence of the agent in that community.

A Wider World

Two young farm people, Mary Todd, of Georgia, and Andy Colebank, of Tennessee, will come to Washington October 1 to study the organization and work of the United States Department of Agriculture and of other departments of the Government. They are the fortunate winners of two national scholarships offered by the Payne Foundation of New York to the two former 4-H club members in the United States who were regarded as outstanding in scholarship, qualities of cooperation and leadership, and club achievement. One of the requisites for eligibility for competition in the contest was graduation from an accredited college. Consequently the systematic observations they will make and the instruction they will receive during the present school year will be in the nature of an especially conducted post-graduate course.

It will be the duty of Miss Todd and of Mr. Colebank not only to study the

organization of the department and its activities but to bring together the facts developed for publication. It is hoped that in this way there may be brought to the wide attention of 4-H club members and the communities in which they live a better understanding of the significance of government to its rural citizenship. It is hoped, too, that this effort may be the beginning of a wider knowledge of what science, financed and encouraged by government, is doing for agriculture and for the rural home in the United States.

With the eagerness for knowledge and fresh enthusiasm which Miss Todd and Mr. Colebank bring to their task it seems certain that they will find in the department not only useful facts and improved methods but something of the inspiration and romance of a great nation-wide governmental service, dedicated to the improvement of agriculture and the rural home.

There are many activities in the department, now little known and understood, that Mary Todd and Andy Colebank through their endeavors can discover and make public knowledge. They will open to 4-H club members and to their parents, friends, and neighbors the windows to a wider world.

Questions and Answers

The REVIEW from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. What can county agricultural agents do to bring about more cooperation with veterinarians?

A. Some county agricultural agents have made an arrangement with local veterinarians whereby the offices of the veterinarians become free clinics for the identification of poultry diseases. This plan enlarges the acquaintanceship of veterinarians among farm people. It also relieves county agents of sending many specimens to the State agricultural college for diagnosis.

Q. What steps are taken by the Federal extension office to determine whether the plans of work submitted are followed?

A. This is determined by a review of the reports of specialists and county extension agents, at the end of the year and by conferences between the State extension directors, State extension specialists, and the field agents of the Office of Cooperative Extension Work.

National Cooperative Extension Workers' Association

NAT T. FRAME

President, National Cooperative Extension Workers Association

THAT "extension workers are being confronted constantly with new problems, including many and very complex relationships, that can not be solved out of the experiences of other educators," was the unanimous report of a special committee of the National County Agents Association. Recognition of this fact by extension workers has prompted the organization of State associations of extension workers, a national county agents' association, an extension section of the American Home Economics Association, a national camp and conference for 4-H club leaders, and a series of conferences on a national extension organization at Urbana, Ill., in 1928, at Houston, Tex., in 1929, and at St. Louis, Mo., in 1930. These conferences culminated in the organization at Chicago, December, 1930, of the National Cooperative Extension Workers' Association.

These various organized activities of extension workers are in no way antagonistic to or in opposition to research workers, resident teachers, or workers in other divisions of the institutions to which the extension workers belong. But just as teachers of science, leaders in religious education, vocational educators, and other groups have found mutual benefits through organizations within their particular fields, so extension workers have come to realize similar possibilities from extension workers' organizations. In our field the need most freely expressed, during the conferences leading up to the national organization, is that of bringing together into State associations, and then into a national association, all types of extension workers for closer relationships and better articulation of activities in mutual self-help and attainment of extension objectives.

The extension representatives who formulated the constitution for the national association at Chicago last December included Federal field agents, State directors, State leaders of county agents, State leaders of home demonstration agents, State club leaders, agricultural subject-matter specialists, home-economics specialists, county agricultural agents, county home demonstration agents, and county club agents. A considerable number of those who voted to establish the association have been for 10 years or more in the service and are active, enthusiastic members of Epsilon Sigma Phi, although the large majority have not been in the service long enough to be members of the fraternity.

These extension workers from 30 States adopted a constitution and fixed the next annual meeting for Friday, December 4, 1931, at the Sherman Hotel, Chicago. The executive committee for the year is:

President.—Nat T. Frame, director, Morgantown, W. Va.

Vice president.—R. L. Olds, county agent, Kalamazoo, Mich.

Secretary-treasurer.—Mabel E. Hiller, county home demonstration agent, Clarksburg, W. Va.

Western region.—C. W. Creel, director, Reno, Nev.

Central.—Florence Carvin, home demonstration agent, Independence, Mo.

Southern.—Judd Brooks, county agricultural agent, Jackson, Tenn.

Eastern.—George L. Farley, State club leader, Amherst, Mass.

Organizations of extension workers in the States of Louisiana, Massachusetts, Michigan, Missouri, Nebraska, Nevada, New Jersey, West Virginia, and Wyoming have voted to affiliate in this national organization and to be represented at Chicago. In many other States the proposition will come up during conferences of extension workers to be held during the late summer and fall, so that every indication points to 24 or more States officially represented at the 1931 meeting.

These representatives from the various States will then act upon a number of important propositions to come before the association from committees now at work including:

Committee on membership service.—(1) Securing retirement privileges by making a study of the Federal and State retirement acts and taking steps to have the best in these acts apply to extension field work. (2) Gaining the full benefit of the compensation act for extension field workers. (3) Securing fair reimbursement for necessary and profitable travel.

Committee on public relations.—Cooperating with the committee of Epsilon Sigma Phi and with the committee on extension organization and policy of the Land-Grant College Association in preparing definite bills covering Federal retirement provisions and to meet situations in different States.

Committee on emergency relief.—Helps already rendered.

Committee on professional status.—Standards for professional training in extension work, professional recognition for extension workers, sabbatical leave, and a code of ethics for professional workers.

Committee on official magazine.—Whether there is need for a new periodical or what is the most effective co-operation we can give magazines already featuring or willing to feature extension work.

Committee on participation in the George Washington Bicentennial, 1932.—Plans for a pilgrimage of extension workers from all parts of the country to Mount Vernon, including a week of sight-seeing, official visitation, entertainment, and organization business meetings in Washington.

Committee on reorganization plans.—Carrying out the provisions of the present constitution "when State organizations from 24 States have affiliated, it shall be the duty of the president to place before the association the question of reorganization."

Individual Membership

Since the present constitution provided for individual membership, it is expected that extension workers who plan to be in Chicago, December 4, in connection with the National Club Congress, the International Exposition, or other meetings will arrange their schedule so as to sit in the National Extension Workers Association meetings on December 4, whether the extension workers' organization in their State has found the opportunity to affiliate or not.

Educational motion pictures of the United States Department of Agriculture were broadcast nightly in half tone by television over station W3XX in Washington, D. C., from March 16 through July 11. Good reception was reported in Connecticut, Georgia, Kansas, Massachusetts, Michigan, Minnesota, New York, Ohio, and neighboring States.

Women in Alabama report that through keeping home accounts they have been able to make adjustments in their household management which have enabled them to purchase conveniences such as automatic refrigerators and electric ranges.

Local leaders have been trained in the use of and supplied with film-strip projectors for use at local meetings by G. H. Iftner, Effingham County (Ill.) agricultural agent.

Minnesota Spray Rings Control Potato Blight



Farmers learning to identify potato diseases at a field meeting in Pine County, Minn.

THE operation of spray rings for the collective use of high-pressure spraying machines in applying Bordeaux mixture has solved the problem of late blight on potatoes in Pine County, Minn., during the past three years, reports Harold L. Harris, extension editor in Minnesota. This work was introduced and is being conducted by W. F. Hammargren, Pine County agricultural agent, and R. C. Rose, Minnesota extension plant pathologist.

The organization of the first spray ring in 1928 was preceded by three years in which the potato growers in Pine County had suffered big losses from late blight. The farmers hesitated to follow the recommended practice of applying Bordeaux mixture with a high-pressure sprayer because of the high cost of the equipment. The encouraging results obtained with the ordinary low-pressure

sprayers and the losses on untreated potatoes finally made a number of farmers ready to try the high-pressure sprayer plan.

The first year (1928) two spray rings were organized by growers having a total of more than 200 acres of potatoes. In 1930, 16 machines were operated in the county by 7 spray rings and a number of individuals. In addition to holding series of potato disease control meetings, the extension workers have been instrumental in organizing the spray rings by interesting two or three of the larger growers of a community and getting them to purchase a machine for their own spraying and their neighbors' spraying. The sprayers used in the county are 100-gallon high-pressure machines operated by horses.

The rings are all informal organizations. Farmers and hardware stores have purchased the machines and rent

them out at a fixed cost per hour or per acre, with or without power. Each grower furnishes his own materials. Sometimes the rental is \$1 an hour to farmers furnishing their own teams, which makes the spraying cost less than 60 cents an acre.

The number of men in the rings ranges from 2 to 17, with an average of 10. Mr. Hammargren recommends that the total acreage for each machine should not exceed 75 acres and says that this may be too much if there are more than 12 or 15 members in the ring. He strongly advocates that the operation and care of the sprayer should be left to a single individual. The sprayers are also used for insect control.

On one farm three sprayings increased the yield of potatoes from 240 bushels an acre on an unsprayed plot to 419 bushels on a sprayed plot

Agricultural Economics in Russia

In 1861 the Russian Government founded its first agricultural high school, according to an article in the *Journal of Farm Economics* for April, 1930, by A. Tchayanov of the Scientific Institute of Agricultural Economics of the Union of Socialist Soviet Republics.

At the beginning of the twentieth century, Professor Tchayanov reports, the organs of local self-government in Russia undertook a number of sweeping measures for the improvement of peasant farming. By 1914 the number of "zemsky (county) agriculturists," so called, had risen to 9,000 and they were stimulating the adoption of improved methods

and the reorganization of peasant farms. At this time over 3,000,000 peasant farms belonged to agricultural cooperatives which were spread all over rural Russia. Although the war and revolution slackened the progress of the science of farm management, Professor Tchayanov says that farm management has taken on new energy under the influence of the programs of reorganization which have been promulgated by the Union of Socialist Soviet Republics.

The methods employed to teach subjects in agriculture and agricultural economics vary considerably. In Moscow the following subjects are given in the

order named over a period of four or five years: Political science, agricultural economics, farm management and taxation, seminar in detailed organization plans for actual farms, and practical work for a year on some large farm. The students are also required to write research reports on problems in farm management and after graduating must present annual reports of their farm-management experience.

Seventy rural bankers in Ohio called the attention of 80,000 families to the Ohio Farmers' Week this year by paying for the publication in their local newspapers of advertisements which the State university prepared on the farmers' week.

Schools and Tours Aid Ohio Cattle Feeders

AS A RESULT of extension schools and tours in Ohio, feeders have learned to study markets and prices, to use more economical rations for a reduction in the costs of grains, and to appraise their own cattle. Consequently they have greater self-confidence and success in dealing with buyers, reports J. E. McClintock, extension editor in Ohio. Lighter-weight cattle and calves are being fed now, feeding practices include an increased use of protein supplements and corn silage, and the farmers are giving more thought to the cost of gains. The farmers are also more open and frank in discussing their methods and experience with neighboring feeders.

Getting Records

In September or October this project is started by the county agricultural agents, usually accompanied by L. P. McCann, beef-cattle specialist in Ohio, visiting cattle feeders and getting from 6 to 20 men to keep a record of their feeding operations during the winter. To make the project more valuable, an attempt is made to get records on cattle of different types, quality, sex, and weight, as well as on varying feeding methods.

No blank record books or forms are provided except the form upon which the records will be summarized finally. This tells the farmer what information is wanted, but he keeps the record in his own individual manner. Some extension workers may question the possible success of such a method for obtaining any records at all. In reply Mr. McCann and the county agricultural agents say "It works in Ohio."

Cattle-Feeder Schools

Three cattle-feeder schools are held during the year and each one is devoted to a separate phase of the business: First, general problems of the cattle feeder; second, feeds and rations; and third, marketing. All sessions start promptly at a definite time and are punctually dismissed an hour and a half later, so that those attending will not be detained. Although ample time is allowed for questions and open discussion, anyone may remain after adjournment for further questions and discussion. Both the county agricultural agents and the specialist assume responsibility for part of the subject matter discussed.

In some counties the three meetings are held on successive evenings; in others they are held in August or September, November or December, and Feb-

ruary or March, respectively. In nearly every county the attendance has increased with each succeeding meeting.

Arranging the Tours

The dates for the tours are determined by the time at which most of the cattle within the county will be ready for market, usually between the middle of March and middle of April. The specialist supplies the farm and local papers with a complete outline of the tours in the State, and the county agricultural agents send out circular letters two or three weeks in advance of the tour, and sometimes a post-card reminder a few days before the tour.

In most counties, at least four days prior to the tour, the specialist and the agents personally collect each feeder's summary and the weight of his cattle at that time. Every person attending the tour is supplied with a mimeographed copy of the final calculations. Feeders from adjoining counties have been known

to save these records and refer to them two years after the tour.

The county agricultural agent takes charge at the tour and introduces the owner at each feed lot. He tells the story of his cattle—where he bought them, their cost, his methods of feeding and management, and when and where he plans to market them. Usually the agent and the specialist add a few words of explanation, and then the visitors are given an opportunity to ask questions.

In the meantime cattle salesmen have been appraising the cattle. They individually tell the group approximately what these cattle would bring on their markets that day.

It has been found a half-day tour including three or four feed lots is more popular and effective than an all-day tour including six or eight feed lots. In 1930 summarizations and comments on the tours were given in seven counties at luncheons or dinners attended by those on the tours.

Water Systems Installed in North Dakota Homes

WATER and sewage systems have been installed or are being installed in more than 100 homes in North Dakota as a result of extension work along this line conducted by Jessie Marion, home management specialist, C. I. Hamilton, agricultural engineer, and the county agricultural and home demonstration agents.

Keener interest is stimulated and more effective information and advice on the technical planning of the systems is rendered by the home management and agricultural engineering specialists conducting the work jointly. The home management specialist arouses interest by discussing the subject at a regular home demonstration project meeting. The agricultural engineer then holds educational meetings in the same communities on the cost of installing the systems, the conditions under which they are practical, and the value of the improvements in terms of comfort and convenience. Charts and illustrations are used to give a clear explanation of the various water systems. Emphasis is placed on a complete system as the ultimate goal, but it is explained that units of the equipment may be added gradually as financial circumstances permit.

When farm men and women exhibit a real interest in the project, the agricul-

tural engineer and the county home demonstration or agricultural agents hold an individual conference with them or visit them to consider any special problems on installing water or sewage systems in their homes.

Installed systems have been used as demonstrations so effectively that other farms have copied these systems without further assistance. While such demonstrations necessitate a great deal of planning, they give the agricultural engineer an opportunity to familiarize the county extension agents with the details of the work so that the project can be carried on in their counties without undue assistance from the specialist.

The project is carried only in the clubs requesting it, and the county extension agents and the specialists develop the work systematically as the interest of the people crystallizes. The best results have been obtained in counties carrying the kitchen-improvement project.

The extension service in Iowa has issued a mimeographed book which shows on maps of Iowa just what counties reported work on each project during 1930. Underneath the map a statistical summary is given of the work in the entire State on that project during 1930. There is a separate map sheet for each project.

News-Writing and Circular-Letter Contest

INDIANA county agricultural agents participated in a state-wide news-writing and circular-letter contest, covering their work during 1930, which culminated in an exhibit of the prize-winning stories and letters at the annual conference of extension workers held at Purdue University last fall, according to T. R. Johnston, Indiana extension editor.

There were three classes for the news-writing contest: For the best single newspaper story used in local papers during the year the winner received a ribbon; for the best collection of between 5 and 10 newspaper stories written by the county agent and published in local weeklies during the year the winner received a cup; and for the best collection of between 5 and 10 newspaper stories written by the county agent and published in local dailies during the year the winner received a cup. To emphasize the value of continuous publicity throughout the year the cups were awarded for series of news stories rather than for a single story.

There were four classes for the circular-letter contest: The best individual mimeographed letter, the best series of

mimeographed letters, the best individual printed letter, and the best series of printed letters.

All entries had to reach the university at least five days before the opening of the conference to give the judges an opportunity of making the placings. After each letter had been properly labeled and mounted on panels, all the entries were placed in a room adjoining the main conference room where the county agents, specialists, and others interested in the letters might study them between the regular sessions of the conference.

This display also included sets of circular letters which won in contests sponsored by the American Association of Agricultural College Editors, the Minnesota Extension Service, and the Wisconsin Extension Service, as well as a set of particularly effective letters which H. W. Gilbertson, of the Office of Co-operative Extension Work, had collected.

As a result of the contest and displays, the better ideas from both stories and letters were set forth and the agents gained certain information or inspiration from a study of the exhibits, according to Mr. Johnston.

Home Accounts Kept in Ohio

AS A result of keeping household accounts, home makers in Ohio are changing their spending practices. They are using more farm products, taking an interest in plans for future spending, and obtaining increased satisfaction from their income. These women now derive a broader and fuller appreciation of country life and its advantages, stimulate the interest of other members of their household in account keeping, and study their own economic condition. They are also making a beginning toward studying the farm standard of living, reports Thelma Beall, extension home management specialist in Ohio.

The women say that the home-account project shows them exactly where the money is going, helps them realize what things are really needed and what things are merely desired, and assists them to detect leaks in their spending so that they can stop them by better buying, making or remaking expensive clothing, and arranging for the farm to furnish the home with as much food and fuel as possible.

The home account book used in Ohio is divided into two sections, one for cash expended and the other for farm prod-

ucts used. The first is printed on white paper and the second on yellow paper, so that although they are in the same book, it is easy to distinguish between them and get the entries in the right place.

The value of the farm products used is estimated at the price of the produce that would be obtained if it were sold at the farm. Price lists are sent to the cooperators by the county extension agents two or three times a year as a guide in determining these figures.

Families who kept records were selected by the county extension agents on the basis of the home maker's interest in household accounts and her willingness and ability to keep and report a satisfactory record.

Some women start keeping their accounts on March 1 so that their records will cover the same period of time as the farm accounts. Other women prefer to start with the calendar year so that they can become accustomed to recording expenditures before the spring rush of work.

Farm household account keeping in Ohio was started as a part of the extension program in 1924 to show the value

of keeping accounts as a guide to family expenditures and to obtain more information about farm conditions so that extension projects could be planned on a basis of the needs and desires of farm families. Miss Beall reports that the home furnishings specialist has used the facts from these studies as a guide in planning her project and that the horticulture, nutrition, and home management specialists have worked out a co-operative project for better gardens which will furnish an adequate supply of vegetables for the entire family throughout the year.

From the beginning the household accounts project has been conducted co-operatively by the rural economics and home economics departments of the agricultural experiment station and the home economics department of the State extension service. The experiment station records and summarizes the reports and has made detailed studies of food and operating expenses of farm families.

The home management specialist meets with the women at the beginning of the year to instruct them in the use of the household accounts book and at the end of the year to summarize, study, and compare the records. She also writes letters to the women and agents when additional information is needed or corrections are made.

The extension nutrition, clothing, and health specialists send timely letters to the home makers on their special projects, and the farm management specialists send in the names of the wives of farm account keepers who are interested in keeping home accounts. The farm accounts show how the income is made and the household accounts show how it is spent. In some counties arrangements are made to have at the same time the summary schools for the men keeping farm accounts and the women keeping home accounts.

Leo Geeting, of Montana, produced 752 bushels of potatoes on an acre of land.

In commenting on this record, E. E. Isaac, extension horticulturist in Montana, says that Mr. Geeting's profit of \$443.15 indicates that, even though their State is a long way from terminal markets, a grower still can make money by cutting his production costs through larger yields.

Mr. Geeting attributes his success to the fact that he used only certified seed, prepared his land thoroughly, irrigated early, cultivated carefully, and properly timed all of these operations.



Beef-Calf Shows and Sales Combined in Tennessee

THE beef-cattle shows and sales projects in Tennessee is interesting small livestock farmers and 4-H club members in the finishing of cattle according to the best methods of management and feeding, and, more important, it is providing them with a satisfactory market for less-than-carload lots of cattle. At the last sale at the State fair grounds at Nashville the calves were auctioned to 14 packer buyers and butchers for an average of \$10.58 per hundredweight, or approximately \$80 a head.

The project also has taught the farmers that feeding livestock is profitable and that it will increase the farm income. These results were the objectives of the extension service in starting this project in 1925.

Under the present arrangements any 4-H club member, vocational agricultural student, or adult farmer may exhibit and sell as many beef calves at the annual show and sale as he wants to, provided he owns and feeds them himself and makes his entries prior to June 15.

A club meeting appointment card has been worked up by Dorothea M. Hoxie, club agent in Bristol and Providence Counties, R. I., according to Robert G. Foster, of the Office of Cooperative Extension Work. Miss Hoxie gives a copy of this card to the different groups in her counties so that when they are making out their local club plans of work for the year they may indicate on this card the special assistance desired from the agent during the year. The card asks for the name of the club, the project being undertaken, the time and place of the meetings, and the number of meetings each month.

Doctor Foster believes that this system is placing the responsibility for local club planning more and more where it belongs—with the local club and the local leader.

The State fair association and the State department of agriculture provided the prize money in 1930. In addition to awards for individual calves, prizes are given for the best county groups of eight 4-H club calves, not more than two of which can be owned by one individual. The eight calves in the above illustration gave first place to Montgomery County last year.

The county agricultural agents visit the members at intervals to assist them

with their project, and L. A. Richardson, the animal husbandry specialist, endeavors to visit each cooperator at least once during the season with the agent. The specialist also prepares letters of timely instruction on feeding and management, which are sent to each contestant under the county agricultural agent's signature.

The following table shows how extensively the boys and farmers have adopted the project:

Beef-calf shows and sales in Tennessee

	1925	1926	1927	1928	1929	1930
Number boys exhibiting.....		36	65	82	162	279
Number farmers exhibiting.....	6	8	19	37	85	85
Total number people exhibiting.....	6	44	84	119	247	364
Number counties represented.....	2	7	8	12	22	34
Number of cattle exhibited and sold.....	12	74	165	278	502	613
Total sale price for the cattle.....	\$994	\$5,552	\$16,778	\$26,344	\$47,793	\$49,008
Total prizes awarded.....	\$250	\$1,199	\$1,333	\$1,862	\$3,084	\$2,535

Fellowships Awarded to 4-H Club Members

MISS Mary Todd, of Georgia, and Mr. Andy Colebank, of Tennessee, have been awarded \$1,000 fellowships by the Payne Fund of New York City. They will come to Washington in September to study for nine months and will devote 50 per cent of their time to a study of the governmental activities in the Department of Agriculture and other Government departments, 20 per cent to academic study, and 30 per cent to some specific research problem.

A committee appointed by the United States Department of Agriculture selected them for this honor for their high scholastic record, excellence in 4-H club work, interest in agricultural and home economics subjects, and promise of leadership in these fields.

The qualifications required of the candidates for this fellowship are (1) a college degree in agriculture or home

economics; (2) five years' participation in 4-H club work with interest continuing through college; (3) a definite interest in extension work in agriculture or home economics, and (4) not over 25 years of age. There is also a limitation that no one section of the country shall be awarded the same fellowship in two successive years.

Miss Todd was graduated from the University of Georgia and Mr. Colebank from the University of Tennessee this year.

In announcing the award to the delegates at the fifth annual 4-H club camp, S. Howard Evans, of the Payne Fund, said:

These young people will look carefully into the many departmental activities. From time to time they will be reporting to you on what they find. They will be keeping before you the larger vision of the field wherein your interest lies. They will be your window to a wider world.

A Questionnaire that Stimulates Local Leaders

Questionnaires filled in regularly by local 4-H club leaders have stimulated and maintained the interest of the leaders in their work, reports Dorothea M. Hoxie, county club agent for Bristol and Providence Counties, R. I. The summary which is made from the individual replies shows what is going on in the successful clubs.

The questionnaires are used as the basis for reports at the county-wide meetings of the local leaders and serve as a means of getting new ideas from each club. They enable the leaders who are unable to attend the meetings to send in their reports and ideas and to receive a summary of the experience and ideas of the other leaders. The leaders feel that they will be surer to report all of the new developments in their work if a questionnaire is sent to them at regular intervals.

There are 11 questions which the leaders voluntarily fill out. Some of the questions are: "How have you taught your club members responsibility either for their share in the club program or for their own project?" "What have the members taught you?" "Have you any original way of earning money or have you had especial success with some of the tried schemes?" "Will you not write here two or three questions that are puzzling you and on which you would appreciate the experience of another leader?"

Group Insurance

All men and women working under the supervision of the Office of Cooperative Extension Work who meet reasonable health requirements are eligible to the benefits of group health and accident insurance under arrangements recently made by the board of directors of the department's beneficial and relief association. This insurance is being handled under a contract with the National Casualty Co., of Detroit, Mich., which was given an "A-1" rating in Best's 1930 report of insurance companies.

The plan adopted provides indemnities for disability from illness or accident ranging from \$10 to \$50 a week, beginning on the fifteenth day of disability and continuing as long as disability exists, not exceeding a total of 52 weeks. The positions have been divided into two groups: A, nonhazardous occupations; and B, hazardous occupations. The cost of the insurance for Group A employees ranges from \$3.40 semiannually, for a weekly indemnity of \$10, to \$17 semiannually, for a weekly indemnity of \$50.

Transplanting Trees



Protecting roots from drying out by leaving at least a square foot of dirt around them and wrapping them with burlap is the keynote to the successful removal of trees, according to W. O. Edmondson, extension forester and horticulturist in Wyoming. This picture was taken at a demonstration on the proper way of transplanting evergreens which was given at a picnic. More than 100 people participated in digging up 100 shrubs and 25 evergreens to be planted around their homes in accordance with plans and specifications given by Mr. Edmondson and C. A. Johnson, Washakie County agricultural agent.

The cost of Group B ranges from \$4.74 to \$23.70 semiannually.

For an additional premium, the insurance will pay a cash indemnity in case of accidental death or dismemberment. This costs \$1.56 for class A and \$2.28 for class B a year for each \$1,000 of indemnity, but any one individual may not subscribe for more than \$5,000.

Premiums are payable semiannually or annually directly to the National Casualty Co., which will handle directly all claims. However, the department beneficial and relief association will, in case of any dispute, take action to protect the employee's interest.

Further information may be obtained by addressing the National Casualty Co., 1100 Barr Building, Washington, D. C.

Merchants and Home-Makers Meetings

Meetings of merchants and home makers have been sponsored by Inez LaBossier and Julia E. Brekke, clothing specialists in North Dakota, in the 13 counties in North Dakota which carry a major project in clothing. The purposes of these meetings were (1) to further good will and cooperation between merchants and the extension service; (2) to acquaint merchants with the work which the extension service is doing with home makers and 4-H clubs on the purchasing power and habits of people; and (3) to obtain the merchants' point of view on problems as they concern the consumer.

The county home demonstration agent or agricultural agent sent letters of invitation to all general merchants, managers of stores, and sales people handling clothing in their county and usually talked personally with each merchant to interest him in the idea.

At the meetings the clothing specialist talked briefly on extension work as it functions in the State and county and then gave a demonstration on selecting fabrics. She endeavored to illustrate how subject-matter information is relayed to the club members through the medium of leader training meetings.

The remainder of the evening was devoted to an informal discussion on the problems of the consumer from the viewpoint

of both the merchant and the consumer. An effort was made to find out what the merchant wanted his customer to know and to show the merchant what the customer would appreciate from the store in the way of correct information and service.

Old reports and records were used as the basis for a story on 4-H club work in Crawford County, Iowa, in a special edition of the local newspaper published during the county 4-H club fair. The outstanding local leaders, clubs, and club members, with their achievements, were given briefly for each year since 4-H club work was started in the county.

Circular Letters Studied

Studies have been made by the Extension Service of the United States Department of Agriculture in cooperation with the extension service of a large number of States, to determine the relative effectiveness of the various means and agencies employed in carrying out the extension program as well as the cost of conducting each of the means and agencies per unit of quantitative results obtained. These studies show that the effectiveness of circular letters, from the standpoint of practices adopted by farmers and farm women, is relatively low; only 2.33 per cent of the 30,183 changes involved were influenced by this means. However, from the standpoint of expenditures of time and money the circular letter was found to be one of the least expensive of the various methods used.

A study of the contents of 2,553 circular letters taken from the 1929 annual reports of extension workers has just been completed by the division of extension studies and teaching of the Office of Cooperative Extension Work.

Somewhat less than half, 44 per cent, of the letters analyzed, contained subject-matter information. Twice as high a proportion of the letters prepared by agricultural workers included subject-matter information as was true of the letters written by home-economics extension workers, the percentages being 53 and 26, respectively. These percentages are practically reversed when comparison is made between the use of circular letters by home economics and by agricultural workers to make announcements of meetings or other extension activities. Fifty-six per cent of the total number of letters studied contained no subject matter whatever. Announcements of meetings or other activities made up 37 per cent, organization matters 18 per cent, and information of a service nature, 1 per cent. Thirty-one per cent of the letters analyzed were illustrated in some way with photographs, line drawings, or fancy lettering.

Authority for Content

In a few circular letters more than one authority for the subject-matter content was specified or implied. In such cases credit was given to each authority involved. These instances were relatively few, however, being only 4 per cent of the total. The signature of the agent served as the only indorsement of subject matter contained in 58 per cent of the letters. In 34 per cent either the specialist was quoted or it was stated that the information had been obtained from that source. The opinion of agents and specialists thus furnished the basis

for at least a part of the subject-matter information contained in 92 per cent of the letters. The extension worker who signed the letter was not listed as an authority when some other agency was named to authenticate the subject matter given.

The successful experience of a farmer or farm woman in the community with some recommended project was described in 6 per cent of the letters. In 3 per cent of the letters a result demonstration which had been or was being conducted in the locality was cited as proof that the practice advocated was a good one. Work of the experiment station, the United States Department of Agriculture, the method demonstration, and agencies outside of the extension service each were mentioned as authorities in

less than 1 per cent of the letters. Although the letters written by agricultural and home-economics workers separately showed practically the same trend, a somewhat higher percentage of the latter than of the former were based on the opinion of the extension agent or specialist.

Conclusions Reached

The data from the various studies made of the effectiveness of the different means and agencies used in extension teaching indicate that the circular letter is an efficient means of disseminating information to large numbers of people in such a way as to influence them to accept the better practices recommended, and would seem to be deserving of even greater use.

Training Club Secretaries in News Writing

NEARLY 300 secretaries of local home demonstration clubs in Michigan have been trained in news writing at 1-day county schools. These schools have been conducted cooperatively by the county home demonstration agents, Muriel Dundas, extension nutritionist, and J. B. Hasselman, extension editor in Michigan. The number of news articles published in the home demonstration counties has increased from 381 in 1927-28, to 467 in 1928-29, and to 1,117 in 1929-30. The specialists report that in the counties which do not have home demonstration agents there were 5,312 news articles published in 1929-30. (Eight of the 83 counties in Michigan have county home demonstration agents.)

The schools were developed to keep before the public the home economics program, to obtain the interest of new communities and new individuals, and to assist in building a more far-reaching organization among the farm women of the State. Specifically the schools attempt to assist the news gatherers to write home-economics news in a style (1) that will convey some definite information about the home-economics extension program and (2) that is acceptable to the local editors.

As the opening for each school the home-economics specialist discusses the purposes of the school and presents general suggestions on news writing as to content and form. The club secretaries are asked to write up the minutes of the last meeting which they have attended, and then transform the minutes into a news story. In the subsequent discussion the essential differences between minutes and news stories are brought out.

The extension editor presents the viewpoint of the newspaper and uses the material prepared earlier in the day as the basis for a discussion of news values in the county paper. The local editors are invited to send a representative to tell the group about the standards and style of their paper.

The secretaries are urged to make contacts with their local editors and explain home demonstration work to them. They are cautioned to submit their copy promptly and to observe any changes that are made to avoid future mistakes. If their efforts are disregarded consistently, another personal call is suggested.

In some counties trips through the newspaper plants with an explanation of the publication process have been arranged. The editor of one chain of rural papers asked that all his rural correspondents be permitted to attend a training school and at that time entertained the group at luncheon.

In the counties that do not have a home demonstration agent the secretaries are given mimeographed outlines of suggestions at the organization meetings. After a short time each specialist offers constructive criticism on the articles submitted.

All of the home-economics specialists have contributed to this news program by sending to the county extension agents preliminary stories for each project and by sending regular contributions to State farm papers.

The secretaries have forwarded to the State office their account of each project meeting and clippings of what has been published. One or more news articles have been published on 75 per cent of the project meetings reported.

How to Buy Foods

A CONSIDERATION of a few fundamental principles of marketing and the establishing of standards that may be used in the selection of foods is one aim of the foods and nutrition project of the Illinois Extension Service, says Grace B. Armstrong, foods and nutrition specialist.

The members of the home bureau of any county having decided to carry this work choose two local leaders from each unit, often a township, to meet with the nutrition specialist. Following this meeting, these local leaders present the work at the unit meetings, and the home demonstration agent may present certain topics.

The topic usually discussed at the first meeting is "Sources of our Food Supply and Factors Affecting the Cost of Foods." A simple breakfast menu may serve as a basis of discussion for this topic. First, the women make a list of the articles needed for the meal and locate on a wall map of the world the probable source of each. Then they consider how it was possible to have each of these foods on the breakfast table that morning. This brings out the steps in the production and marketing of foods, which may include land for raising the product; farm labor; storing; processing, as milling grain, canning fruits or roasting coffee; grading; inspecting; packing; transporting; and wholesale and retail distributing. Each of these, it is seen, affects the final cost of the product.

When the cost of retailing is found to be very high, a consideration of the reasons brings out the responsibility of the women in requiring delivery of food, credit, careless handling and sampling of food by shoppers, and the demanding of a large assortment or number of brands of a product.

Topics discussed at other meetings are: The study of staple groceries, as flour, coffee, tea, chocolate and cocoa, rice and other cereals, sugar, fats, and baking powder; fancy groceries, as flavoring extracts, coconut, olives, pickles, figs, dates, and candied fruit peels; canned foods; fresh fruits and vegetables; meats; and local Federal and State food laws. Usually 8 to 12 meetings are required for a discussion of all these topics.

In the study of each food consideration is given to quality and grades of the product, if graded. As each food product is studied, if possible, a sample is shown to illustrate the variety, grade, or other point being discussed. No one

is advised regarding brands or even grades to buy, but an attempt is made to get each woman to decide this according to her income and the purpose for which the product is to be used.

Much assistance has been given by wholesale distributors, not only those handling nationally advertised foods, but also those serving small sections of Illinois. Considerable interest has been shown in the project by retail grocers, who have encouraged women to visit their stores individually or in groups.

That this subject does have practical value is shown by the fact that in one

National 4-H Club Radio Program

Saturday, October 3

The program for the national 4-H club radio hour on Saturday, October 3, includes talks by I. W. Hill, a club girl and a club leader from Oklahoma, and a club boy from Nebraska on What's Happening Among 4-H Clubs. The United States Marine Band will play Some of Our Favorite Melodies:

Drink to Me Only with Thine Eyes—	
Old English air.	
All Through the Night—Welsh air.	
Santa Lucia—Neapolitan boat song.	
Songs My Mother Taught Me—	<i>Dvořák.</i>
Soldiers' Chorus, from Faust	<i>Gounod.</i>
Traumerei—	<i>Schumann.</i>
Toreador Song, from Carmen—	<i>Bizet.</i>
Love's Old Sweet Song—	<i>Molloy.</i>
Liebestraum—	<i>Liszt.</i>

county reports of practices adopted as a result of the foods-buying subproject number over 1,600.

Anna Searl, Livingston County home demonstration agent, says that the following are some of the comments which the women in her county have made on this work: "It has taught us money values," "Have saved \$2 a week on the buying of food," "Have developed intelligent judgments," and "We have realized our spending responsibilities."

Home-Makers' Radio Clubs

The Oregon home makers' radio club series on "Do you understand your child?" interested the rural women so

much that the series was repeated by request. Any club or group of home makers could form a radio club under this plan, which was outlined by Caribel Nye, State home demonstration leader in Oregon. The women met together every other week to listen to the radio talks and then discuss parent-child relations with the aid of programs and the radio lectures. The clubs sent reports on each meeting to the State agricultural college.

On alternate Tuesdays the following topics were considered: "What makes a good dad and mother?" "How can you teach desirable habits?" "What do you do when your child says 'I won't'?" "Can children be taught to eat what they should?" "How can you guide in sex education?" and "How can you teach care of belongings?"

On the other Tuesdays during the series supplementary lectures were given on: "Do you understand your child?" "Can you avoid or correct the fears of your child?" "Does your child play enough?" "Is your child growing up emotionally?" and "Are you helping your adolescent to adjust?" Club members were assigned to listen in and report these lectures at the regular club meetings.

Oklahoma's Schools for Better Rural Homes

As a part of the better-homes movement in Oklahoma 8 better-rural-homes schools were conducted in the winter, at which 1,015 men and women attended, representing 40 counties.

The movement is based on the belief that every American family should have the opportunity to live in a home which is healthful, convenient, comfortable, and attractive.

Representatives of Better Homes in America and the Oklahoma Farmer-Stockman cooperated with extension agents in holding these all-day meetings where practical demonstrations relating to home making were given. The study of home problems was encouraged so that the best use would be made of all available resources.

An excellent feature of each meeting was an educational exhibit arranged by the home demonstration agent. The articles exhibited included reconditioned furniture, homemade conveniences such as wood boxes on legs, iceless refrigerators, worktables, footstools, and articles made from sacks. In several of the counties a traveling library well arranged in a homemade bookcase was on display.

Follow-up work was carried on during Better Homes Week, April 26 to May 2.

Motion Pictures

Reach those who are difficult
to reach by other teach-
ing methods



~ ~ HAVE you not noticed what a powerful appeal educational movies have? Have you not often found farm men and women attending your movie lectures whom you thought were not interested in improved practices?

~ ~ NOT ONLY do motion pictures stimulate interest in better ways of farming and home making, but they help backward people to understand more readily, and then too they impress lessons more vividly with the result that they are remembered longer.

~ ~ THEY VITALIZE the extension message, and by clearly visualizing the project, help the extension agent to obtain effective results in influencing farm people to adopt better practices.

~ ~ THE UNITED STATES Department of Agriculture now has more than 250 motion picture subjects available on standard width (35 mm.) film. A limited number can also be obtained on narrow-width (16 mm.) film. Sound recording apparatus has also been installed and three new sound pictures have been completed.

~ ~ Write for reservations of films as far as possible in advance of dates they are desired.



OFFICE OF MOTION PICTURES
EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.



WE must remember that county extension agents are essentially teachers. When the agent solicits membership for a farmers' organization, acts as secretary, handles the farmer's funds, writes the farmer's letters, or makes the farmer's decision, he takes away from the farmer the opportunity to learn to do these things for himself and leaves the farmer in the end no richer in knowledge and ability than when he began. As a good teacher, the extension agent does not do for the farmer what the farmer can do for himself.

C. B. SMITH